

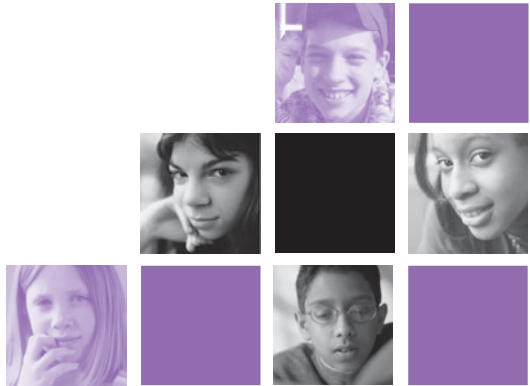


Too Smart To Start Menu

Strategies and Materials for Your Community

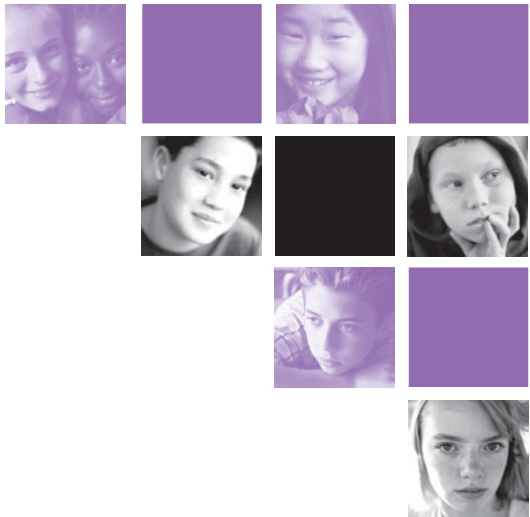


U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov



Too Smart To Start Menu

Strategies and Materials for Your Community



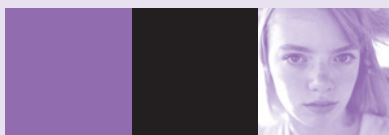
An underage alcohol use prevention initiative that provides strategies and materials for professionals and volunteers working at the community level.



Too Smart To Start Menu

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Introduction

Too Smart To Start is a public education initiative that provides research-based strategies and materials to professionals and volunteers at the community level to help them conduct an underage alcohol use prevention initiative. The materials are designed to educate 9- to 13-year-olds about the harms of underage alcohol use and to support parents and caregivers as they participate in their children's activities.

Too Smart To Start has three objectives:

- To increase the number of conversations that parents/caregivers and their 9- to 13-year-olds have about the harms of underage alcohol use.
- To increase the percentage of 9- to 13-year-olds and their parents/caregivers who see underage alcohol use as harmful.
- To increase public disapproval of underage alcohol use.

Research confirms that there are a variety of proven approaches for preventing substance abuse. And any one of these approaches can be used to achieve the Too Smart To Start objectives. This menu is designed to help you in selecting and implementing the best approaches for preventing underage alcohol use in your community. The menu includes the following information:

- Optional Approaches for Achieving Too Smart To Start Objectives
- Research Based Prevention Strategies
- Too Smart To Start Core Tactics
- Too Smart To Start Support Materials
- Additional Resources.

Optional Approaches for Achieving Too Smart To Start Objectives

The following tables provide two options for achieving each of the Too Smart To Start objectives. The options are identified as less intensive and more intensive. Less intensive options require a low level of preparation and fewer resources, and tend to have a limited reach. The more intensive options require more preparation and resources, and tend to have a broader reach. As you review these options remember that Too Smart To Start is not intended to be prescriptive in the

OBJECTIVE ONE : TO INCREASE THE NUMBER OF CONVERSATIONS THAT PARENTS/CAREGIVERS AND THEIR 9- to 13-YEAR-OLDS HAVE ABOUT THE HARMS OF UNDERAGE ALCOHOL USE

	Option 1 Less Intensive	Option 2 More Intensive
Audience:	<ul style="list-style-type: none"> •Parents/Caregivers 	<ul style="list-style-type: none"> •Parents/Caregivers •9- to-13-Year-Olds
Prevention Strategies:	<ul style="list-style-type: none"> •Information Dissemination 	<ul style="list-style-type: none"> •Information Dissemination •Education •Environmental Strategies
Tactics:*	<ul style="list-style-type: none"> •Mosaic* (p.10) 	<ul style="list-style-type: none"> •Mosaic (p.10) •Community Documentary (p.11)
Supporting Activities:**	<ul style="list-style-type: none"> •Media Campaign •Information Hotline •Direct Mail Campaign •Neighbor-to-Neighbor Outreach •Speaking Engagements 	<ul style="list-style-type: none"> •Media Campaign •Information Hotline •Direct Mail Campaign •Neighbor-to-Neighbor Outreach •Speaking Engagements <div>continued</div>

way it is implemented locally. Therefore, the options may be used as presented, modified to meet your community’s specific needs and resources, or simply used to generate fresh ideas.

Descriptions of the prevention strategies, tactics, and communication products are included on pages 8 through 12. Tips for planning activities and events to support Too Smart To Start can be found in *The Too Smart To Start Implementation Guide*.

	Option 1 Less Intensive	Option 2 More Intensive
Supporting Activities: <i>continued</i>		<ul style="list-style-type: none"> •Parenting/Family Management Classes (p.17-18) •Peer Leader/Helper Program •Life Skills Training for Youth (p.16) •Normative Education
Supporting Events:	<ul style="list-style-type: none"> •Press Conference •Health Fair 	<ul style="list-style-type: none"> •Press Conference •Health Fair •Open House
Communication Products:	<ul style="list-style-type: none"> •The Too Smart To Start Implementation Guide (p.12) •Brochure (p.12) •Newsletter (p.20) •Flyer •Postcard/E-card 	<ul style="list-style-type: none"> •The Too Smart To Start Implementation Guide (p.13) •Brochure (p.13) •Newsletter (p.20) •Flyer •Postcard/E-card •Billboards •Poster (p.13) •Video News Release •Too Smart To Start Game, Ready, Set, Listen (p.15) •Curricula (p.13) •Data Book (p.13)
<p><i>*Page numbers are listed in the chart for items that are mentioned in the support materials and additional resources sections of the menu.</i></p> <p><i>** See the Too Smart To Start Implementation Guide for tips on planning and hosting supporting activities and events.</i></p>		

OBJECTIVE TWO : TO INCREASE THE PERCENTAGE OF 9-TO 13-YEAR-OLDS AND THEIR PARENTS/CAREGIVERS WHO SEE UNDERAGE ALCOHOL USE AS HARMFUL

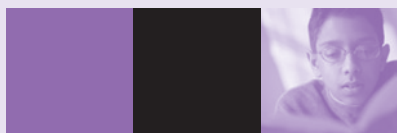
	Option 1 Less Intensive	Option 2 More Intensive
Audiences:	<ul style="list-style-type: none"> •9- to 13-Year-Olds 	<ul style="list-style-type: none"> •9- to 13-Year-Olds •Parents/ Caregivers
Prevention Strategies:	<ul style="list-style-type: none"> •Information Dissemination 	<ul style="list-style-type: none"> •Information Dissemination •Education •Community-based Process •Alternatives
Tactics:	<ul style="list-style-type: none"> •Mosaic (<i>p.10</i>) 	<ul style="list-style-type: none"> •Mosaic (<i>p.10</i>) •Community Documentary (<i>p.11</i>)
Supporting Activities:	<ul style="list-style-type: none"> •Peer-to-Peer Outreach •Media Campaign •Web Chats •Spokesperson Presentation 	<ul style="list-style-type: none"> •Peer-to-Peer Outreach •Media Campaign •Web Chats •Spokesperson Presentation •Peer Leader/Helper Program •Parenting Family Management Classes (<i>p.23-24</i>) •Alcohol-Free Activities •Community Service Activities •Creating a Community Mural

	Option 1 Less Intensive	Option 2 More Intensive
Supporting Events:	<ul style="list-style-type: none"> •Street Theater •Competitive Event (academic, artistic, sports) •School Assembly (p.19) 	<ul style="list-style-type: none"> •Street Theater •Competitive Event (academic, artistic, sports) •School Assembly (p.19) •Health Fair •Faith Community Assembly
Communication Products:	<ul style="list-style-type: none"> •The Too Smart To Start Implementation Guide (p.12) •Billboards •Bumper Stickers •Booklet •Flyer •Movie Trailers •Web site (p.14-16) •Poster (p.14) 	<ul style="list-style-type: none"> •The Too Smart To Start Implementation Guide (p.12) •Billboards •Bumper Stickers •Booklet •Flyer •Movie Trailers •Web site (p.14-16) •Poster (p.14) •Give-aways (such as keychains, t-shirts, etc.) •Curricula (p.13) •Comic Books •Transit Cards •Newsletter (p.20) •Magazine/Newspaper Articles •Email

OBJECTIVE THREE : TO INCREASE PUBLIC DISAPPROVAL OF UNDERAGE ALCOHOL USE

	Option 1 Less Intensive	Option 2 More Intensive
Audience:	<ul style="list-style-type: none"> •Parents/Caregivers •General Public •Youth Serving Organizations •Faith Community •Medical Community •Prevention Specialists •Teachers/School Administrators •State & Local Politicians 	<ul style="list-style-type: none"> •Parents/Caregivers •General Public •Youth Serving Organizations •Faith Community •Medical Community •Prevention Specialists •Teachers/School Administrators •State & Local Politicians
Prevention Strategies:	<ul style="list-style-type: none"> •Information Dissemination 	<ul style="list-style-type: none"> •Information Dissemination •Community-based Process •Environmental Strategies
Tactics:	<ul style="list-style-type: none"> •Mosaic (<i>p.10</i>) •Community Documentary (<i>p.11</i>) 	<ul style="list-style-type: none"> •Mosaic (<i>p.10</i>) •Community Documentary (<i>p.11</i>)
Supporting Activities:	<ul style="list-style-type: none"> •TV/Radio Appearances •Direct Mail •Spokesperson Presentations 	<ul style="list-style-type: none"> •TV/Radio Appearances •Direct Mail •Spokesperson Presentations •Peer-to-Peer Outreach •Media Campaign •Multi-Agency Coordination & Collaboration

	Option 1 Less Intensive	Option 2 More Intensive
Supporting Events:	<ul style="list-style-type: none"> •Town Hall Meeting •Conference Workshop/ Presentations •Conference Exhibit 	<ul style="list-style-type: none"> •Town Hall Meeting •Community Forums •Conference Workshops/ Presentations •Conference Exhibit •Press Conference •Web Chats
Communication Products:	<ul style="list-style-type: none"> •Newsletter <i>(p.20)</i> •Flyer •Brochure <i>(p.12)</i> •Email •Video News Release •The Too Smart To Start Implementation Guide <i>(p.12)</i> •Giveaways •Speech 	<ul style="list-style-type: none"> •Newsletter <i>(p.20)</i> •Flyer •Brochure <i>(p.12)</i> •Email •Video News Release •Newsletter, Newspaper, Magazine Article •The Too Smart To Start Implementation Guide <i>(p.12)</i> •Giveaways •Web site <i>(p.14-16)</i> •Exhibit •Transit Cards

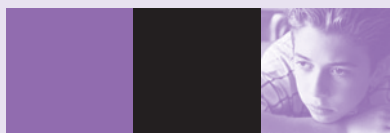


Research-Based Prevention Strategies

The following strategies have been identified by Congress (in the Substance Abuse Prevention and Treatment block grant legislation) as strategies that prevention programs can use to increase protective and risk factors and reduce the impact of risks. In the first two strategies, communication is the primary activity; in the other four, communication is a secondary activity.

- 1. Information dissemination** is primarily one-way communication that increases awareness and knowledge. The distribution of educational materials by a substance abuse prevention clearinghouse is an example of information dissemination.
- 2. Education/Skills Building** is two-way communication that increases knowledge and develops critical analytic skills, judgment, and life and social skills. A parenting class is an example of education/skills building.
- 3. Alternatives** feature activities designed to exclude and discourage the use of alcohol (as well as tobacco and illicit drugs) by offsetting the attraction to or meeting the needs often filled by alcohol. Alternative activities might include long-term youth programs or youth leadership activities.

4. **Environmental** strategies include activities that establish or change formal or informal community standards, codes, and behaviors affecting the shared environment in which people encounter threats to their health from alcohol. Normative education is an example of this strategy that focuses on correcting the erroneous perceptions about the prevalence and acceptability of alcohol use and on establishing conservative (and truthful) group norms by instilling the belief that most young people do not use alcohol. Another example of this strategy is the creation and maintenance of an alcohol- and drug-free park.
5. **Community-based process** is characterized by planning, organizing, collaborating, and coalition-building activities aimed at enhancing the community's ability to more effectively provide substance abuse prevention and treatment services. For instance, collaborative multi-agency planning and resource sharing is an example of a community-based process.
6. **Problem identification and referral** is the early identification of those engaging in illegal, age inappropriate, or potentially risky substance use in order to determine if their behavior can be reversed through education or other preventative strategies. An example of problem identification and referral is an alcohol and drug education class for youth caught with alcohol in their possession.



Core Tactics¹

The following two tactics are suggested as major activities that communities can use to support local Too Smart To Start initiatives. These activities were chosen as core tactics because they include the participation of youth in developing messages and materials designed to raise awareness about the dangers of underage alcohol use.

Tactic 1: Mosaic Messages

Like mosaic artwork, **Too Smart To Start Mosaic Messages** consist of many smaller pieces—in this case authentic voices of 9- to 13-year-olds and their parents/caregivers, representing various ages, races, and ethnicities—combined to form a single, larger message. To create mosaic messages, communities would interview and record 9- to 13-year-olds and their parents/caregivers talking about underage alcohol use, the harms it causes, the positive aspects of youth not using alcohol, and the value of better communication between parents/caregivers and their 9- to 13-year-old children. These interviews would be divided into individual statements, which would then be combined into a collection of different voices discussing different aspects of underage alcohol use and prevention. Each mosaic message will end with a call to action to the speakers' peers.

¹ Cutlip, Center, and Broom (1994) define tactics as the “actual events, media, and methods used to implement the strategy.”

These messages can be used as public service announcements in mass and alternative media channels popular with 9- to 13-year-olds and their parents/caregivers. Although this core tactic features audio messages, mosaic messages need not be limited to sound. They can also be developed using video, print, or multimedia formats and distributed to print, broadcast, or other media outlets. The Too Smart To Start Radio PSA created for parents (play the CD in the Too Smart To Start Community Action Kit to hear the recording and see the Too Smart To Start Implementation Guide for the script) is a sample of an audio mosaic message.

Mosaic Messages are designed to support the Too Smart To Start objectives to:

1. Increase the number of conversations that parents/caregivers and their 9- to 13-year-old children have about the harms of underage alcohol use, and
2. Increase the percentage of 9- to 13-year-olds and parents/caregivers who see underage alcohol use as harmful.

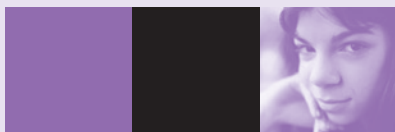
Tactic 2: Community Documentaries

Community Documentaries will be films that show, from the perspectives of 9- to 13-year-old youth, their community's beliefs, attitudes, behaviors, and activities pertaining to underage alcohol use. The documentaries could feature interviews with 9- to 13-year-old peers of the filmmakers, parents, community leaders, and other influential adults. To receive an authentic youth perspective, let the youth decide how to approach the project. To make the documentaries, organizations participating in Too Smart To Start should provide training in media literacy and basic cinematography to 9- to 13-year-old filmmakers. The organization should also provide the youth with video equipment and pair them with teen or college film

students/cinematographers, who will guide them through the filming and production processes. (Consider partnering with colleges, high schools, or other organizations that teach cinematography. In addition, consider recruiting sponsors who can provide financial support or donate the equipment and materials needed to produce the documentaries.)

Some of the many uses for a community documentary are to: raise awareness about the issue of underage alcohol use as it relates to 9- to 13-year-olds, promote the work being done by a local initiative, and generate dialogue at a community forum.

This tactic supports all three of the Too Smart To Start objectives. It will also provide youth with a platform from which to speak to parents/caregivers and other adults, provide adults with an opportunity to listen to 9- to 13-year-olds, and to get a snapshot of the underage alcohol use issues in their community.



Support Materials

The following materials, which are organized by audience, were developed to support Too Smart To Start.

Materials for Professionals

Poster for Adult Influencers and Initiative Stakeholders:

This “mini” profile of youth, 9 to 13, is designed to remind adult influencers and stakeholders of their distinct identities and world-views.

Too Smart To Start Community Action Kit is designed to help community-based organizations plan, develop, implement, and promote a Too Smart To Start initiative. The kit includes all the Too Smart To Start products including the brochure, The Too Smart To Start Implementation Guide, PowerPoint presentations, and print, radio, and television public service announcements, and the SmartSTATS data book. Also included are: the National Institute on Alcohol Abuse and Alcoholism’s (NIAAA) underage drinking prevention poster and booklets for parents (SAMHSA’s Keeping Youth Drug Free and NIAAA’s Make a Difference: Talk to Your Child About Alcohol.)

Reach Out Now: Talk With Your Fifth Grader About Under-age Drinking: This publication, the result of a joint venture with Scholastic’s InSchool Solutions Program, supports the Too Smart To Start initiative by addressing the issue of alcohol awareness with 10- and 11-year-old tweens (fifth grade level). The publication is designed to reinforce no-use behavior, to

encourage discussion of underage alcohol use in class and at home, to provide kids with current, accurate information on the harmful effects of alcohol on the body, and to help them practice the skills in critical thinking and self-expression they need to make healthy decisions. Through classroom lessons and extensive take home discussion tools, teachers and parents are provided with the resources to foster productive dialogue on the topic of alcohol use by tweens. The language arts, social studies, and health-based program curriculum, delivered via the Teacher Pages and Family Resource Guide components, are customized for use with fifth grade students nationwide.

The Too Smart to Start Web page (www.toosmarttostart.samhsa.gov): This section of the Web page provides professionals with instant access to resources and materials that can either support an existing program or help them with planning, developing, and implementing a Too Smart To Start initiative in their own communities.

Materials for 9- to 13-Year-Olds

You're Smart Enough Poster: This poster is designed to encourage youth to talk to their parents about alcohol. It features a girl who appears to be in deep thought. The poster reads: You're smart enough to talk with your parents about serious things. Talk to them about alcohol. Youth service providers and prevention practitioners can hang this poster in areas where youth, 9 to 13, gather.

Word Find Poster: This "word find" puzzle includes 10 of the most common harms of alcohol use, as defined by youth, 9 to 13, and supported by the scientific literature. Five of the harms are revealed and youth are instructed to look for more harms in the puzzle. The "word find" format caters to youths' interest in "figuring things out."

Underage Drinking Prevention Poster shows a vending machine with contents representing the many activities kids can choose to do instead of drinking alcohol.

Ask Why is a public service announcement available in for radio and TV. It was designed to encourage middle-school-aged youth to question those who offer them alcohol.

What's Cool is a radio public service announcement for middle-school-age children that indicates that cool kids don't use alcohol.

Point of View is a television public service announcement for middle-school-age children.

The Too Smart to Start Web page (www.toosmarttostart.samhsa.gov): In the Kid's Section of this interactive page, children are able to learn about the harms of underage alcohol use through the use of interactive graphics and while playing arcade-type games and word games. This section of the Web page also includes a monthly column, written by teens, that addresses questions posed by 9- to 13-year olds that are related to underage alcohol use and the positive aspects of not using alcohol.

Materials for Parents/Caregivers of 9- to 13-Year-Olds

Don't Guess . . . Ask! Poster: This poster is designed to encourage parents/caregivers of 9- to 13-year-old children to learn what their children know about alcohol. The poster reads: Do You Know What Your Child Knows About Alcohol? Don't Guess . . . Ask! Professionals who provide services to parents can hang this poster in areas where parents gather.

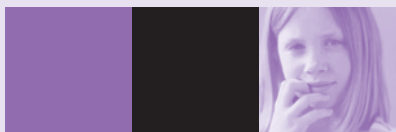
Ready, Set, Listen: Making the Most of Our Influence: This motivational, informational, and instructional board game reinforces the six guiding principles from SAMHSA's flagship

document, **Keeping Youth Drug Free**. The game strives to (1) improve the dialogue between parents/caregivers and tweens, (2) increase the perception of harm resulting from underage alcohol use, (3) use facts to dispel myths about alcohol use, and (4) improve the communication skills of youth, 9 to 13, and their parents/caregivers.

Make A Difference: Talk to Your Child About Alcohol is a 24-page booklet for parents of children 10 to 14 years old that includes discussion of the risks associated with young teen use of alcohol, insight into the young teen's world, tips for communicating with your teen, suggestions for helping young teens say no, prevention strategies for parents, warnings signs of a drinking problem action check list, and resources.

Keeping Youth Drug Free covers challenges that parents and caregivers face, offers opportunities for starting a discussion with their children, and suggests what parents and caregivers can do and say to help keep their children drug free. It provides a list of resources and ways for parents and caregivers to get involved in community drug-prevention activities.

The Too Smart to Start Web page (www.toosmarttostart.samhsa.gov): Parents/caregivers of 9- to 13-year-olds will find resources in this section of the page that will help support them as they participate in their children's activities and encourage their children to remain alcohol free. This dynamic and interactive section of the Web page includes information about the harms of underage alcohol use and ways for parents to prevent their 9- to 13-year-old children from using alcohol, while being entertained. This section features a monthly column based on topics of interest identified by visitors to the parent section of the page and challenging and informative quizzes that test parents knowledge about alcohol.



Additional Resources

The materials listed below are available from SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI), the National Institute on Alcohol Abuse and Alcoholism, and the Too Smart To Start National Partners. These materials and SAMHSA's Model Programs can be used to supplement the materials and strategies provided by the Too Smart To Start Initiative.

SAMHSA's National Clearinghouse for Alcohol and Drug Information

For copies of the following publication, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI) at 1-800-729-6686, (info@ncadi.samhsa.gov) or at www.ncadi.samhsa.gov

Underage Drinking Prevention: Action Guide and Planner presents a theme each month that is accompanied by facts and calls to action. It also includes a section on promoting prevention efforts and sample materials such as speeches, press releases, and letters to alcohol sales outlets.

National Institute on Alcohol Abuse and Alcoholism

Visit NIAAA's Web site (www.niaaa.nih.gov) to access or download information on underage alcohol use.

Thecoolspot.gov is NIAAA's Web site for middle-school age children. It includes underage drinking prevention PSAs,

interactive “scenarios,” frequently asked questions, and links to other kids’ pages.

National Partners’ Materials

Six national prevention groups have partnered with Too Smart To Start to ensure that news, materials, successes, and new ideas are communicated nationwide via their affiliates, schools, faith-based centers, the media, and other venues. Many of these partners have independently developed materials that may be used to support the initiative.

AMERICAN MEDICAL ASSOCIATION (AMA)

Visit AMA’s Web site (www.ama-assn.org) to learn more about its programs.

COMMUNITY ANTI-DRUG COALITIONS OF AMERICA (CADCA)

Visit CADCA’s Web site (www.cadca.org) to learn about the variety of publications and other materials available to assist in building and sustaining community coalitions and to support your community’s underage alcohol use prevention efforts. CADCA’s publication include the following:

Coalitions is a biannual newsletter that covers a wide range of topics useful to community based coalitions. Issues range from 12 to 20 pages in length, and often examine a single topic in depth.

Promoting a Healthy Environment: Reducing Underage Drinking (Strat-33) addresses how to create protective environments in which children can learn, grow, and mature.

Prevention Research in Parenting and Family Intervention (PT1) provides information on how to (1) choose the most cost-efficient and effective parenting/family intervention program for use at the local level, (2) work with the social institutions

in which parents and families are most accessible, and (3) approach policy-makers for prevention and treatment support.

MOTHERS AGAINST DRUNK DRIVING (MADD)

Visit MADD's Web site (www.MADD.org) to learn more about its national programs. Following are descriptions of some of MADD's programs and materials:

Protecting You, Protecting Me: See description under SAMHSA Model Programs.

Street Smarts and Fake ID School Assembly Programs are multimedia assembly programs using the latest DVD technology projected on three giant screens (final set-up size 15' x 45') that produce a sensory experience that will have students talking for days. The audience will be engaged by poignant stories of real young people, celebrity interviews, clips from major motion pictures, and a contemporary soundtrack. These programs are for students in kindergarten through sixth grade and seventh through 12th grade, respectively.

Brain Smarts is an activity guide for students in third through fifth grades; designed to raise awareness about the impact of alcohol on the developing brain.

Fragile Handle with Care is an activity guide for students in sixth and seventh grades that includes fun activities that teach youth about the development of their brains and the effect of alcohol on their brains.

Underage Drinking Information Parents Need to Know is a factsheet containing basic information every parent should know about the realities of underage drinking. It can be downloaded from the MADD Web site.

Teach Your Children Well includes tips for parents on how to talk with their children about the effects of drinking alcohol. It can be downloaded from the MADD Web site.

NATIONAL ASSOCIATION OF STATE ALCOHOL AND DRUG ABUSE DIRECTORS/NATIONAL PREVENTION NETWORK (NASADAD/NPN)

Visit NASADAD's Web site (www.NASADAD.org) to find links to your State substance abuse prevention agency.

NATIONAL FAMILY PARTNERSHIP (NFP)

Visit NFP's Web site (www.nfp.org) to download or order the following materials designed for parents and young people who are committed to supporting drug-free youth.

Alcohol Quiz Card for Kids is a one-page sheet that parents can use to test their children's knowledge about alcohol. The sheets can also be reproduced for use in alcohol-awareness activities.

National Family Partnership Parent Kit includes seven-pieces that provide parents with practical strategies for helping their children stay away from drugs. Two of the pieces focus on alcohol: Alcohol: Information for Parents and Alcohol Factsheet.

National Family Partnership Newsletter allows parents to share ideas, learn effective strategies, and get inspired by stories from across the country.

Informed Families' Parent Pilot Kit is a working binder that contains a proactive training program to educate and involve parents of preteens and teenagers in substance abuse prevention. The kit contains information about communications, driving laws, drug charts, tobacco control, parental self-evaluations, and instructions for starting parent peer groups. It also includes Safe Homes/Safe Parties pledges, charts for management of rules and chores, and a family calendar.

PRIDE YOUTH PROGRAMS

Visit PRIDE online (www.prideyouthprograms.org) to learn about its teams, memberships, products, and annual world drug prevention conference.

SAMHSA Model Programs

SAMHSA Model Programs are science-based and consistently produce positive results. The developers of these programs have agreed to participate in SAMHSA/CSAP's dissemination efforts and to provide training and technical assistance to interested practitioners.

For additional information about any of the model programs, e-mail SAMHSA at MODPROG@samsha.gov or call (877)773-8546 (toll free) to speak with an information specialist.

These programs are included in the menu because they were developed for various segments of Too Smart To Start's target audiences: parents/caregivers and their 9- to 13-year-old children.

Model Programs for 9- To 13- Year-Olds and Their Parents/Caregivers

Keep a Clear Mind (KACM) – for 8- to 12-year-olds and their parents. This substantial, take-home drug education program consists of four weekly activity sets to be completed by parents and their children together. The program also includes parent newsletters and incentives.

Project Northland – for 10- to 14-year-olds and their parents. Evidence shows that this multi-level, multi-year program effectively delays the onset of drinking, reduces alcohol use in current drinkers, and limits the number of alcohol-related

problems in young people. Project Northland addresses changes in both individual behavior and the environment. It also strives to change the ways in which parents communicate with their children, peers influence one another, and communities respond to young adolescent alcohol use.

Protecting You, Protecting Me – for 6- to 10-year-olds. An innovative, universal classroom intervention meant to be integrated into a school's core curriculum and taught by trained teachers, counselors, and others. The intervention is designed to reduce substance use/abuse by teaching students about the development of the human brain and the immediate risks posed by alcohol exposure during development; to foster non-use attitudes and decisions; and to strengthen refusal and self-protection skills with regard to riding with impaired drivers. Protecting You, Protecting Me employs strategies to increase parent involvement and improve family management practices by teaching parents about children's development and how to protect them from the risks associated with alcohol exposure. This program was originally funded and developed by Mothers Against Drunk Driving (MADD).

Start Taking Alcohol Risks Seriously (STARS) for Families – for at-risk 11- to 14-year-olds. A health promotion and alcohol use prevention program that encourages youth to postpone alcohol use until adulthood. STARS for Families tailors media-related, interpersonal, and environmental prevention strategies to each child's specific stages of alcohol initiation and readiness for change, and risk and protective factors. Evidence shows this program results in avoidance of or reductions in alcohol use among participants.

The Strengthening Families Program (SFP) – for 6- to 12-year-olds and their families. SFP uses family skills training sessions based on family systems and cognitive-behavioral approaches to increase resilience and reduce risk factors for

behavioral, emotional, academic, and social problems. SFP focuses on three factors:

- Improving family relationships
- Improving parenting skills
- Increasing youths' social and life skills

Too Good For Drugs (TGFD) – for 5- to 18-year-olds. A school-based program designed to reduce risk factors and enhance protective factors relating to alcohol, tobacco, and drug use. Developed by the Mendez Foundation, TGFD has separate, developmentally appropriate curricula for each grade between one and twelve, focusing on developing the following areas as related to alcohol, tobacco, and illicit drug use:

- Personal and interpersonal skills
- Appropriate attitudes
- Knowledge of negative consequences of alcohol, tobacco, and other drug use, and benefits of a drug-free lifestyle
- Positive peer norms

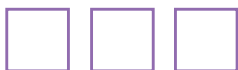
Model Programs for Parents/Caregivers of 9- to 13- Year-Olds

Parenting Wisely (PW) – for parents of delinquents and at-risk adolescents. PW uses demonstrations, quizzes, repetition, recognition, and rehearsal to improve family relationships and teach parents adaptive and effective parenting skills, including communication skills, positive reinforcement, contingency management, and problem-solving skill.

Preparing for the Drug Free Years (PDFY) – for parents of 8- to 13-year-olds. A multimedia program providing parents the knowledge and skills they need to guide their children through early adolescence. Based on 20 years of research

showing that positive parental involvement is an important protective factor that increases school success and buffers children against later problems such as substance abuse, violence, and risky sexual behavior, PDFY has three goals:

- to strengthen and clarify family expectations for behavior,
- to enhance conditions promoting family bonding, and
- to teach children skills to meet the family's expectations that they resist drug use.



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